Module Descriptions

for the MBA programme "Journalism and Public Relations"

status: January 23, 2012

Content

* The module description of the compulsory module "Specialist Journalism" (Ressortjournalismus) on page 35 is also valid for the optional modules "Local Journalism", "Political Journalism", "Arts Journalism", "Sports Journalism" and "Consumer-oriented Journalism"

Overview by module types

Table 1: compulsory modules

compulsory modules	code	credits	workload	semester	contact hour
Job-related Basic Knowledge Berufsfeldbezogenes Grundwissen	BF	6	180	1st sem.	4
Basics of Communication Grundlagen der Kommunikation	GK	10	300	1st sem.	8
Media Production Medienproduktion 1	MP 1	5	150	1st sem.	5
Soft Skills Soft-Skills	SSK	5	150	1st sem.	4
Writing Labs Schreibwerkstätten	SW	8	240	1st and 2nd sem.	4
Editorial Competence Redaktionelle Kompetenz	RK	7	210	2nd sem.	4
Media Overview Mediale Rahmenbedingungen	MR	10	300	2nd sem.	8
Creative Workshop Gestaltungswerkstatt	GW	5	120	2nd sem.	5
Ethics and Law Ethik und Recht	ER	5	150	2nd and 3rd sem.	4
Media Production 2 Medienproduktion 2	MP 2	7	210	2nd, 3rd and 4th sem.	6
Methodological Competence 1 Methodenkompetenz 1	MK 1	8	240	3rd sem.	6
Editorial Department Simulation Lehrredaktion	LR	6	180	3rd sem.	6
Technical Terminology Fachsprache	FS	10	300	3rd and 4th sem.	8
PR Advanced PR-Vertiefung	PV	9	270	3rd and 4th sem.	6
Specialist Journalism Ressortjournalismus	RJ	6	180	3rd and 4th sem.	4
Methodological Competence 2 Methodenkompetenz 2	MK 2	6	180	4th sem.	4
Project 1 Projekt 1	P1	7	210	4th sem.	6
Project 2 Projekt 2	P2	7	210	5th sem.	6
Bachelor Thesis Bachelor-Arbeit	BA	12	360	6th sem.	./.
Oral Examination Kolloquium	KOL	3	90	6th sem.	./.

Table 2: optional compulsory modules: focus on Journalism

optional compulsory modules: Journalism	code	credits	workload	semester	contact hour
Business Journalism Wirtschaftsjournalismus	WJ	9	270	5th sem.	6
Journalism as a Profession Journalismus als Beruf	JB	6	180	6th sem.	4

Table 3: optional compulsory modules: focus on Public Relations

optional compulsory modules: Public Relations	code	credits	workload	semester	contact hour
Strategies of Public Relations Strategien und Instrumente der PR	SI	6	180	5th and 6th sem.	4
Managerial Expertise Managementwissen	MW	6	180	5th and 6th sem.	4
Public Relations as a Profession Public Relations als Beruf	PRB	6	180	5th and 6th sem.	4

Table 4: optional modules

Optional modules*	credits	workload	semester	contact hour
Project Week Projektwoche	2	90	1st – 6th sem.	2
Local Journalism Lokaljournalismus	3	90	4th – 6th sem.	2
Political Journalism Politikjournalismus	3	90	4th – 6th sem.	2
Tabloid Journalism Boulevardjournalismus	3	90	4th – 6th sem.	2
Arts Journalism Kulturjournalismus	3	90	4th – 6th sem.	2
Sports Journalism Sportjournalismus	3	90	4th – 6th sem.	2
Consumer-oriented Journalism Verbraucherjournalismus	3	90	4th – 6th sem.	2
Freelance Journalism Freier Journalismus	3	90	4th – 6th sem.	2
Media History Mediengeschichte	3	90	4th – 6th sem.	2
Press Club 2 Presseclub 2	2	60	4th – 6th sem.	2
Non-Profit-PR	3	90	4th – 6th sem.	2
Online-PR	3	90	4th – 6th sem.	2

Marketing Intensive Marketing intensiv	3	90	$4^{th} - 6^{th}$ sem.	2
Corporate Design	4	120	$4^{th} - 6^{th}$ sem.	2
Corporate Publishing	2	60	$4^{th} - 6^{th}$ sem.	2
PR Practice PR-Praxis	3	90	$4^{th} - 6^{th}$ sem.	2
Writing Lab: Press Releases Schreibwerkstatt Pressemitteilungen	3	90	$4^{th} - 6^{th}$ sem.	2
Book Project Buchprojekt	2	60	$4^{th} - 6^{th}$ sem.	2
Vocational Field: Technical Editor Berufsfeld Technischer Redakteur	3	90	$4^{th} - 6^{th}$ sem.	2

* The list of optional modules is updated every year. These are exemplary educational offerings.

Module Descriptions: compulsory and optional modules

(in alphabetical order)

Job-related Basic Knowledge

Job-related Basic Knowledge

Berufsfeldbezogenes Grundwissen

Module no. and code 1 - BF	Workload 180 h	Credits 6	Semester 1st semester	Regularity each winter semester	Duration 1 semester
1	**Lectures** a) Introduction to Journalism *Einführung in den Journalismus* b) Introduction to Public Relations *Einführung Public Relations*		**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 120 h	**Group Size** 65 students
2	**learning outcomes** The students gain basic knowledge about journalism and public relations. They are familiar with different social functions of journalism and public relations. They are able to evaluate the vocational field within its dimensions and requirements.				
3	**content** - fundamental terms - functions of journalism and PR - correlation between journalismus and PR - working processes - tools for work - fields of work - job profiles - German media system - media ethics - media law - trends				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** exam				
7	**requirements for obtaining credit points** pass exam				
8	**usage of module** (in other study programmes) none				

9	**significance of mark for final score** 6 of 180 Credits = 3,3 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler ftl: Prof. Dr. Karl-Martin Obermeier
11	**Additional information** • Avenarius, Horst (2008): Public Relations. Die Grundform der gesellschaftlichen Kommunikation, Darmstadt • Bentele, Günter / Frölich, Romy / Szyszka, Peter (2007): Handbuch der Public Relations, Wiesbaden • Kleinsteuber, Hans J. / Pörksen, Bernhard / Weischenberg, Siegfried (Hg.) (2005): Handbuch Journalismus und Medien, Konstanz • Mast, Claudia (Hg.) (2008): ABC des Journalismus, Konstanz

Ethics and Law

Ethics and Law					
Ethik und Recht					
Module no. and code 9 - ER	**Workload** 150 h	**Credits** 5	**Semester** 2nd and 3rd semester	**Regularity** every winter and summer semester	**Duration** 2 semesters

1	**Lectures** a) Media Ethics Medienethik b) Media Law Medienrecht		**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 90 h	**Group Size** 33
2	**learning outcomes** The students are able to recognize ethical problems in editorial and PR work and to develop solutions. They are aware of legal borders of research, freedom of presentation and expression that have to be regarded in their vocational field. They also know the consequences of infringements.				
3	**content** - basics of ethics - institutions and rules of professional ethics - decision-making practice of self-regulatory bodies - rights of access and editorial confidentiality - protection against defamation and protection of personal privacy rights - state security - copyright - law enforcement				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** exam				
7	**requirements for obtaining credit points** passed exam, constant participation, exercises				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 5 of 180 Credits = 2,8 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst				
11	**Additional information**				

Technical Terminology

This module description is based on the English version of technical terminology. The students can also choose course offerings in French or Spanish.

Technical Terminology: English for Journalism and Public Relations

Fachsprache: Englisch for Journalism and Public Relations

Module no. and code 11 - FS	Workload 300 h	Credits 10	Semester 3rd and 4th semester	Regularity every winter and summer semester	Duration 1 semester

1	Lectures FS 1: Business English FS 2: English for Journalism and Public Relations	Contact time a) 4 contact hours / 60 h b) 4 contact hours / 60 h	Self-study 180 h	Group Size ≤ 30 students
2	**learning outcomes** FS 1 – job-oriented ability to discuss and negotiate including intercultural elements FS 2 – the students gain - declarative and metalinguistic competences regarding the Anglo-American media landscape, PR contents, processes and structures as well as media-specific communication structures - process-oriented, perfomative and communicative journalistic competences within the English technical terminology			
3	**content** FS 1 Business English - company structure - management and cultural diversity - labour relations (central) banking - international trade - description of graphs - business ethics - work and motivation - the role of government - Keynesianism and monetarism - taxation **continuation on next page**			

3	**continuation of content** FS 2 English for Journalism and Public Relations • the media landscape • communication models • journalistic jobs, tasks, responsibilities • journalistic codes of conduct • the language of news; types of articles • the news room: editing procedures; "copy flow" • "sources and resources": journalistic research and investigation techniques; e.g. interviewing • text presentation • Public Relations: corporate communication; lobbying; spin doctoring
4	**form of teaching** tuition in seminars, guided self-study
5	**participation requirements** advanced knowledge of English at the level of 12th grade; where appropriate additional refresher course
6	**types of examinations** exam
7	**requirements for obtaining credit points** pass exam
8	**usege of module** (in other study programmes) none
9	**significance of mark for final score** 10 of 180 Credits = 5,6 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Language Center: Dr. P. Iking, Dr. Th. Winkelräth
11	**key qualifications** declarative and process-oriented dural linguistic competence
12	**Additional information** • Ian MacKenzie, English for Business Studies. A Course for Business Studies and Economics Students, 3rd edition (Cambridge: Cambridge University Press, 2010) • als Ergänzung: verschiedene englischsprachige Printmedien; im MultiMedia-Sprachlabor vorhandene Angebote Besides the material provided by the professor during the lectures there is a reading list with recommended literature : • Adams, Sally: Interviewing for journalists. With an introduction and additional material by Wynford Hicks. New York (Routledge) 2005. • Bartram, Peter: How to ... Write A Press Release. A step-by-step-guide to getting your message across. Plymouth (How-to-Books Ltd.) 1993. • Bromley, Michael: Teach Yourself Journalism. London (Hodder & Stoughton) 1994. • Bromley, Michael: Media Studies: An Introduction to Journalism. London (Hodder & Stoughton) 1995. • Evans, Harold: Essential English for Journalists, Editors and Writers. London (Pimlico) 2000. • Fawkes, Johanna: What is Public Relations? Aus: Theaker, Alison (ed.): The Public Relations Handbook. (MEDIA PRACTICE) London, New York (Routledge) 2001. S. 3-12. **continuation on next page**

12	**continuation of additional information**
	• Fontana, Andrea & Frey, James H.: The Interview: From Structured Questions to Negotiated Text. s: Denzin, Norman K. & Lincoln, Yvonna S. (ed.): Handbook of Qualitative Research, 2nd edition. Thousand Oaks, London, New Delhi (Sage Publications) 2000. S. 645-672. • Green, Andy: Creativity in Public Relations. Third Edition. London, Philadelphia (Kogan Page) 2007. • Hendrix, Jerry A.: Public Relations Cases. 6th Edition. Belmont, CA (Wadsworth-Thomson) 2003. • Hicks, Wynford: Writing for journalists. With Sally Adams and Harriett Gilbert. London, N.Y. (Routledge) 1999. • Hicks, Wynford: English for Journalists. Third edition. London, New York (Routledge) 2007. • Keeble, Richard (ed.): The Newspaper Handbook. Third Edition. London, N. Y. 2001. • Kvale, Steinar: InterViews: An introduction to Qualitative Research Interviewing Thousand Oaks, London, New Delhi (SAGE Publications Ltd.) 1996. • Patton, Michael Quinn: Qualitative Evaluation and Research Methods. Second Edition. Newbury Park, London, New Delhi (Sage Publications) 1990. Randall, David: The Universal Journalist. London, Ann Arbor (Mi) (Pluto Press) 2007. • The Times; Jenkins, Simon: The Times Guide to English Style and Usage. London (HarperCollins) 1992. • Theaker, Alison (ed.): The Public Relations Handbook. (MEDIA PRACTICE) London, New York (Routledge) 2001. • Waterhouse, Keith: English Our English (And how to sing it). Harmondsworth (Penguin) 1994. • Whale, John: Put it in writing. Based on the Sunday Times Magazine series. London, Melbourne (J. M. Dent & Sons Ltd.) 1985.

Creative Workshop

Creative Workshop					
Gestaltungswerkstatt					
Module no. and code 9 - GW	**Workload** 150 h	**Credits** 5	**Semester** 2. Semester	**Regularity** Jedes Sommersemester	**Duration** 1 Semester

1	**Lectures** Creative Workshop	**Contact time** 4 contact hours / 60 h	**Self-study** 90 h	**Group Size** 33 students
2	**learning outcomes** The students broaden their theoretical knowledge and their practical skills in the sector of visual communication. They test their progress working with graphical and layout programmes within project-related tasks. Furthermore the students train and expand their skills in the use of image processing programmes.			
3	**content** This lecture gives an overview of the basics of conception and design for established means of publication in the sectors of journalism und public relations such as - logos and signs - magazines and newspapers - flyers - information graphics and maps - websites. Existing basic knowledge in the field of visual communication will be applied, amplified and specified during this lecture. Medium-specific knowledge will be applied practically while additional existing knowledge in the use of relevant layout and graphical programmes will be trained and expanded. The following programmes are used in Creative Workshop: - Adobe Illustrator - Adobe Photoshop - Adobe InDesign.			
4	**form of teaching** tuition in seminars			
5	**participation requirements** **formal:** none **with regards to content:** module "Media Production 1" (Medienproduktion 1) should have been completed by the student			
6	**types of examinations** term paper			
7	**requirements for obtaining credit points** delivery of six subtasks ready for publication			
8	**usage of module** (in other study programmes) none			
9	**significance of mark for final score** 5 von 180 Credits = 2,8 %			

10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Martin Liebig
11	**Additional information**

Basics of Communication

Basics of Communication

Grundlagen der Kommunikation

Module no. and code 2 - GK	Workload 300 h	Credits 10 CP	Semester 1st Semester	Regularity every winter semester		Duration 1 semester
1	**Lectures** a) Communication Science *Kommunikationswissenschaft* b) Linguistic Communication *Sprachliche Kommunikation* c) Visual Communication *Visuelle Kommunikation*		**Contact time** a) 4 contact hours / 60 h b) 2 contact hours / 30 h c) 2 contact hours / 30 h	**Self-study** 180 h	**Group Size** 65 students	
2	**learning outcomes** The students know the basic forms of direct and medial communication as well as the currently most important communication and media theories. They identify communication disturbances and take preventive actions. Their use of the German language is professional, i.e. grammatically correct, comprehensible and inspiring. The students communicate appropriately to target groups, conceptionally and aesthetically pleasing by using images, visualizations and diagrams. They also know the communicative effects of typography and layout.					
3	**content** • forms and functions of communication • communication disturbances • signs and sign systems • media and media systems • theories of direct and medial communication • cognitive processeses of writing and reading • application-related basics of grammar • rhetoric, stylistics, comprehensibility • typography and layout • types of images, combination of images and text • perceivability of images • functions of colours					
4	**form of teaching** a) Lecture b) Exercise c) Exercise					
5	**participation requirements** none					
6	**types of examinations** exam					

7	**requirements for obtaining credit points** pass exam
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 11 of 180 Credits = 6,1 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Steffen-Peter Ballstaedt ftl: Prof. Dr. Christine Fackiner
11	**Additional information** obligatory literature: • Ballstaedt, Steffen-Peter (2010): Einführung in die Kommunikationswissenschaft. Skript zur Lehrveranstaltung • Beck, Klaus (2007): Kommunikationswissenschaft, Konstanz

Journalism as a Profession

Journalism as a Profession					
Journalismus als Beruf					
Module no. and code 20 - JB	**Workload** 180 h	**Credits** 6	**Semester** 6th Semester	**Regularity** every summer semester	**Duration** 1 semester
1	**Lectures** a) vocational field: journalism Berufsfeld Journalismus b) editorial management Redaktionsmanagement		**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 120 h	**Group Size** 30 Studierende
2	**learning outcomes** The students know the current labour market, established job profiles and adequate self marketing (applications). They are able to describe and apply the different methods of editorial management.				
3	**content** - labour market and employer market - requirements - alternatives - marketing strategies - self marketing - editorial marketing - personnel managament - cost management				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** paper and presentation				
7	**requirements for obtaining credit points** successful paper in the lecture "Editorial Management" (Redaktionsmanagement) and an application dossier in the lecture "Vocational Field Journalism"				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 of 180 Credits = 3,3 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler				

11	Additional information
	• Dernbach, Beatrice (2010): Die Vielfalt des Fachjournalismus, Wiesbaden
	• Hofert, Svenja (2006): Erfolgreich als freier Journalist, Konstanz
	• Jakubetz, Christian (2008): Crossmedia, Konstanz
	• Meyen, Michael / Springer, Nina (2009): Freie Journalisten in Deutschland, Konstanz
	• Weichler, Kurt / Endrös, Stefan (2010): Die Kundenzeitschrift, Konstanz
	• Weichler, Kurt (2003): Redaktionsmanagement, Konstanz

Editorial Department Simulation

Editorial Department Simulation					
Lehrredaktion					
Module no. and code 15 - LR1	**Workload** 210 h	**Credits** 6	**Semester** 3rd semester	**Regularity** every winter semester	**Duration** 1 Semester

1	**Lectures** a) Department Print or Lehrredaktion Print b) Department Online or Lehrredaktion Online c) Department TV or Lehrredaktion TV d) Department Radio or Lehrredadktion Hörfunk e) Department Cross-media or Lehrredaktion Crossmedia f) Department PR Lehrredaktion PR	**Contact time** a – f) 6 contact hours / 90 h		**Self-study** 120 h	**Group Size** 15 students
2	**learning outcomes** The students are able to apply their knowledge gained during the module "Writing Labs". They know how to design a media product and how to organize its production efficiently meeting the requirements of the specific media type. The students are also aware of future job profiles.				
3	**content** • identifying topics • conception • organization • delegation • research • writing texts • media-specific production coniditions, e. g. creation of storyboards, visualization, audio and video recording, layout/cutting • supervision and final approval				
4	**form of teaching** project work, group work				
5	**participation requirements** this module is based on the module "Writing Labs"				
6	**types of examinations** project work				
7	**requirements for obtaining credit points** active participation and delivery of every subtask				
8	**usage of module** (in other study programmes) none				

9	**significance of mark for final score** 7 of 180 Credits = 3,89 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler ftl: Prof. Dr. Martin Liebig Prof. Dr. Karl-Martin Obermeier Prof. Dr. Reinhild Rumphorst
11	**Additional information** • Hooffacker, Gabriele (2010): Online-Journalismus, München • La Roche, Walther von / Buchholz, Axel (Hg.): Radio-Journalismus, München • Meissner, Michael (2007): Zeitungsgestaltung, München • Ruß-Mohl, Stephan (2010): Journalismus, Frankfurt • Scheiter, Barbara (2009): Themen finden, Konstanz • Schult, Gerhard / Buchholz, Axel (Hg.) (2006): Fernseh-Journalismus, München • Weichler, Kurt (2003): Redaktionsmanagement, Konstanz

Managerial Expertise

Managerial Expertise					
Managementwissen					
Module no. and code 24 - MW	**Workload** 180 h	**Credits** 6	**Semester** 5th and 6th semester	**Regularity** a) winter semester b) summer semester	**Duration** 1 semester
1	**Lectures** a) Marketing Advanced Marketing Vertiefung b) Corporate Management and Organization Unternehmensführung und -organisation		**Contact time** a) 2 contact hours / 30 h b) 2 SWS / 30 h	**Self-study** 120 h	**Group Size** 30 students
2	**learning outcomes** The students know the structure of a company. They know various concepts in the fields of marketing and corporate management and master the specific instruments. They are able to understand market-oriented business managent and to elaborate a company-oriented problem solving. The students know about macroeconomic developments that justify business decisions.				
3	**content** • economic basic principles and correlations • analysis of current sociopolitical and politico-economic topics • structures, fields of work and problems of non-profit and profit enterprises • management systems (styles, tools and techniques of management)un • business management (instruments, control concepts) • business organization (organizational structure and operational structuring) • leadership (instruments) • personnel management (personnel marketing, personnel development, personnel administration) • market reserach • marketing (operative and strategic marketing) • marketing instruments (Price, Promotion, Place, Product)				
4	**form of teaching** tuition in seminars				
5	**formal:** none **with regards to content:** this module is based on sub-modules "Business Studies" (Betriebswirtschaftslehre) , "Media Overview" (Mediale Rahmenbedingungen) and „Marketing" [module „PR Advanced" (PR-Vertiefung)]				
6	**types of examinations** optional: presentation or expert talk (oral examination)				
7	**requirements for obtaining credit points** successful presentation or expert talk in both lectures				
8	**usage of module** (in other study programmes) none				

9	**significance of mark for final score** 6 of 180 Credits = 3,3 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Rainer Janz
11	**Additional information** The lecture is frequently attended by guest speakers.

Media Overview

Medial Environment					
Mediale Rahmenbedingungen					
Module no. and code 8 - MR	**Workload** 300 h	**Credits** 10	**Semester** 2nd semester	**Regularity** every summer semester	**Duration** 1 semester
1	**Lectures** a) Political Basics *Politische Grundlagen* b) Economic Science *Wirtschaftswissenschaft* c) Labour Market Communication *Arbeitsmarkt Kommunikation*	**Contact time** a) 2 contact hours / 30 b) 4 contact hours / 60 c) 2 contact hours / 30		**Self-study** 180 h	**Group Size** 65 students
2	**learning outcomes** The students have an overview of the medial and politic system of the Federal Republic of Germany as well as criteria and principles of entrepreneurial action. They are able to analyze press, radio, TV and online media in regard to history and present constitution. Furthermore the students have important basic knowledge of political and administrative action. They understand economic interdependences and dependences of German media companies and are able to comprehend economic principles.				
3	**content** • function of media within German democracy • organizational and economic structures of German media • media and public relations in North Rhine-Westphalia and Germany • daily newspapers in North Rhine-Westphalia, Germany and Europe • dual system of public and private stations in Germany • PR agencies in North Rhine-Westphalia and Germany • corporate communication in Germany, structures of Germany's political system (federation, federal states, communes and EU) • politics and media • economic basics and operational correlations • characteristics of corporate areas of operation • business organization and business strategies • basic knowledge of economic law				
4	**form of teaching** tuition in seminars, group work, study trip				
5	**participation requirements** **formal:** none **with regards to content:** module "Social Competence" (Sozialkompetenz) should have been completed by the student				

6	**types of examinations**
	exams for the lectures "Business Studies" (Betriebswirtschaftslehre) and "Political Basics" (Politische Grundlagen) and handout for the lecture "Labour Market Communication" (Arbeitsmarkt Kommunikation)
7	**requirements for obtaining credit points**
	pass exams and delivery of handout
8	**usage of module** (in other study programmes)
	none
9	**significance of mark for final score**
	10 of 180 Credits = 5,6 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Rainer Janz
	ftl: Prof. Dr. Karl-Martin Obermeier
11	**Additional information**
	The lecture "Labour Market Communication" (Arbeitsmarkt Kommunikation) is complemented by study trips.

Media Production 1

Media Production 1					
Medienproduktion 1					
Module no. and code 3 – MP 1	**Workload** 150 h	**Credits** 5	**Semester** 1st semester	**Regularity** every winter semester	**Duration** 1 semester

1	**Lectures** seminar with exercise	**Contact time** 5 contact hours / 75 h	**Self-study** 75 h	**Group Size** 30 students
2	**learning outcomes** The students have an overview of creative conception and knowledge of vector and pixel graphics. They are able to work with the market-leading graphic and layout programmes. They also have an overview of the production processes of print media from the first draft to the finished product. The students have interface competence, i.e. they can handle jobs cooperating with print offices, editorial departments or graphic designers.			
3	**content** • vector graphics • pixel graphics • printing processes • colour models • file formats • typography • layout concepts • style sheets			
4	**form of teaching** tuition in seminars			
5	**participation requirements** none			
6	**types of examinations** exam			
7	**requirements for obtaining credit points** pass exam			
8	**usage of module** (in other study programmes) none			
9	**significance of mark for final score** 5 of 180 Credits = 2,8 %			
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Martin Liebig			
11	**Additional information**			

Media Production 2

Media Production 2					
Medienproduktion 2					
Module no. and code 10 – MP 2	**Workload** 210 h	**Credits** 7	**Semester** 2nd, 3rd and 4th semester	**Regularity** every lecture once per year	**Duration** 2 semesters

1	**Lectures** a) Film Editing AV-Schnitt b) Website Creation Website-Erstellung c) Multimedia	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h c) 2 contact hours / 30 h		**Self-study** 120 h	**Group Size** a) 16 students b – c) 30 students
2	**learning outcomes** The students have knowledge of conception and creative editing of contents for auditive and audiovisual media. They master planning, designing and programming of websites. Furthermore they are able to plan, record, digitalize, cut and embed auditive content for radio and auditive online media. The students are also familiar with planning, recording, digitalizing, cutting and embedding of audiovisual contents for TV and online media.				
3	**content** - HTML markup language - formatting of contents based on CSS (Cascading-Style-Sheets) - HTML-Editor Adobe Dreamweaver - web animation programme Adobe Flash (also for CD-ROM production) - scripting language ActionScript - handling of analogue and digital recording devices (auditive and audiovisual) - digitalizing of recordings - video editing software Adobe Premiere - audio editing software EasyCut				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** none **with regards to content:** module "Media Production 1" (Medienproduktion 1) should have been completed by the student				
6	**types of examinations** a) and c) project work b) exam				
7	**requirements for obtaining credit points** pass exam and successful project work, c) successful oral exam				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 7 of 180 Credits = 3,9 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Martin Liebig				
11	**Additional information**				

Methodological Competence 1

Methodological Competence 1					
Medienkompetenz 1					
Module no. and code 12 – MK 1	**Workload** 240 h	**Credits** 8	**Semester** 3rd semester	**Regularity** every lecture once per year	**Duration** 1 semester
1	**Lectures** a) Empirical Methods *Empirische Methoden* b) Project Management *Projektmanagement*		**Contact time** a) 4 contact hours / 60 h b) 2 contact hours / 30 h	**Self-study** 150 h	**Group Size** 65 Students
2	**learning outcomes** The students know the most important empirical methods and how to organize simple empirical studies. They are able to interprete data by means of descriptive statistics and to present them in diagrams. The students can write research reports and evaluate exsiting empirical studies with regard to various quality criteria. In addition they are able to plan, execute, evaluate and document several kinds of projects (development projects, empirical projects, PR projects).				
3	**content** • course of an empirical study • quality criteria of an empirical study • systematic and participating monitoring • oral interrogation: interview techniques • written survey: construction of questionnaires • online surveys • content analysis of linguistic and visual documents • special empirical methods in journalism and public relations (media consumption data, • Special empirical methods in journalism and public (Erhebung von Mediennutzungsdaten, media response analysis, evaluation of campaigns etc.) • evaluation and usability testing • descriptive statistics, graphical processing of data • interpretation of data with Excel • project definition and project stages • project controlling and documentation • project planning • creation of research reports				
4	**form of teaching** a) lecture b) exercise				
5	**participation requirements** none				
6	**types of examinations** a) research report b) project report				

7	**requirements for obtaining credit points** delivery of research report and project report
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 8 of 180 Credits = 4,4 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Steffen-Peter Ballstaedt ftl: Prof Dr. Christine Fackiner
11	**Additional information** obligatory literature for a): • Klammer, Bernd (2005). Empirische Sozialforschung. Eine Einführung für Kommunikationswissenschaftler und Journalisten. Konstanz: UVK Verlagsgesellschaft • Hussy, Walter; Schreier, Margrit & Echterhoff, Gerald (2010): Forschungsmethoden in Psychologie und Sozialwissenschaften – für Bachelor. Heidelberg: Springer.

Methodological Competence 2

Methodological Competence 2					
Methodenkompetenz 2					
Module no. and code 13 – MK 2	**Workload** 180 h	**Credits** 6	**Semester** 4th Semester	**Regularity** every lecture once per year	**Duration** 1 semester

1	**Lectures** a) Scientific Working b) Media Research		**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 120 h	**Group Size** a) 65 students b) 2 x 32 students
2	**learning outcomes** The students know the standards of scientific working and master the scientific working methods. They are able to write a theoretical and/or empirical bachelor thesis. Moreover the students know the most important fields of work in media research and current working methods. They can evaluate empirical studies and process them journalistically.				
3	**content** - research - productive reading - listening and taking notes - creativity techniques - structuring and organizing - scientific argumentation - quoting and naming sources - visualizing - special methods of media research - media use - media reception - media effects - media competence				
4	**form of teaching** a) exercise b) tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** a) workbook b) paper				
7	**requirements for obtaining credit points** delivery of workbook and paper				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 from 180 CP = 3,3 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Mb: Prof. Steffen-Peter Ballstaedt (verantwortlich) hL: Prof Dr. Christine Fackiner				

11	**Additional information**
	obligatory literature a)
	• Dahinden, Urs; Sturzenegger, Sabina & Neuroni, Alessia: Wissenschaftliches Arbeiten in der Kommunikationswissenschaft. Bern: Haupt Verlag
	obligatory literature b)
	• Bente, Gary; Mangold, Roland & Voderderer, Peter (Hg.).(2004). Lehrbuch der Medienpsychologie. Göttingen: Hogrefe:

PR Advanced

PR Advanced					
PR-Vertiefung					
Module no. and code 13 - PV	**Workload** 180 h	**Credits** 9	**Semester** 3rd and 4th semester	**Regularity** every winter and summer semester	**Duration** 2 semesters

1	**Lectures** a) PR Advanced 1: Conception Training 1 PR-Vertiefung 1: Konzeptionstraining 1 b) PR Advanced 2: changing selection of topics PR-Vertiefung 2: variable Themenstellung c) Marketing	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h c) 2 contact hours / 30 h	**Self-study** 90 h	**Group Size** 30 students
2	**learning outcomes** The students know the methods and working stages of marketing and the techniques of conceptualization theoretically and practically. During the third lecture of this module the students gain expert knowledge about political communication (public affairs) and international corporate communications.			
3	**content** • analysis and effectiveness of PR campaigns • methods and instruments for the techniques of coneptualization • marketing concepts • marketing instruments • market research • professional political communications of organizations and NGOs • governmental eelations and lobbying • corporate communications			
4	**form of teaching** tuition in seminars			
5	**participation requirements** none			
6	**types of examinations** a) lecture "Conception Training 1" (Konzeptionstechnik 1): term paper/workbook b) lecture with changing selection of topics: term paper c) lecture "Marketing": exam			
7	**requirements for obtaining credit points** passed exams, constant and active participation			
8	**usage of module** (in other study programmes) none			
9	**significance of mark for final score** 9 of 180 Credits = 5 %			
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Karl-Martin Obermeier ftl: Prof. Dr. Rainer Janz			
11	**Additional information**			

Project 1

Project 1					
Projekt 1					
Module no. and code 18 – P1	**Workload** 210 h	**Credits** 7	**Semester** 4th semester	**Regularity** every summer semester	**Duration** 1 semester

1	**Lectures** project work		**Contact time** 1,5 contact hours / ca. 25 h	**Self-study** 185 h	**Group Size** 5 students

2	**learning outcomes**
	The students are able to cope with vocation-specific tasks in teams. They can plan, control and document projects according to the methods of project management. Additionally they have the ability to communicate with clients in a result-oriented way and to moderate agreements. The students master the presentation in a target group-oriented way as well as the reflection of project results and the project process.
3	**content**
	The projects are practical tasks assigned by companies or institutions:
	• projects in the field of journalism
	• projects in the field of public relations
4	**form of teaching**
	widely independent project work coached by professor
5	**participation requirements**
	formal: all lectures of the 1st and 2nd semester must have been completed by the student
	with regard to content: the lecture "Project Management" (Projektmanagement) should have been completed by the student
6	**types of examinations**
	project results, project documentation, project presentation
7	**requirements for obtaining credit points**
	punctual delivery of project results including documentation and presentation
8	**usage of module** (in other study programmes)
	none
9	**significance of mark for final score**
	7 of 180 Credits = 3,9%
10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Christine Fackiner
	ftl:
	Prof. Steffen-Peter Ballstaedt
	Prof. Dr. Rainer Janz
	Prof. Dr. Martin Liebig
	Prof. Dr. Karl-Martin Obermeier
	Prof. Dr. Reinhild Rumphorst
	Prof. Dr. Kurt Weichler
11	**Additional information**

Project 2

Project 2					
Projekt 2					
Module no. and code 19 – P2	**Workload** 210 h	**Credits** 7	**Semester** 5th semester	**Regularity** every winter semester	**Duration** 1 semester

1	**Lectures** project work	**Contact time** 1,5 contact hours / ca. 25 h	**Self-study** 185 h	**Group Size** 5 students

2	**learning outcomes** The students are able to cope with vocation-specific tasks in teams. They can plan, control and document projects according to the methods of project management. Additionally they have the ability to communicate with clients in a result-oriented way and to moderate agreements. The students master the presentation in a target group-oriented way as well as the reflection of project results and the project process.
3	**content** The projects are practical tasks assigned by companies or institutions: • projects in the field of journalism • projects in the field of public relations Project 2 must not be completed with the same client as in Project 1
4	**form of teaching** widely independent project work coached by professor
5	**participation requirements** **formal:** all lectures of the 1st and 2nd semester must have been completed by the student **with regard to content:** the lecture "Project Management" (Projektmanagement) should have been completed by the student
6	**types of examinations** project results, project documentation, project presentation
7	**requirements for obtaining credit points** punctual delivery of project results including documentation and presentation
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 7 of 180 Credits = 3,9%
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Christine Fackiner ftl: Prof. Steffen-Peter Ballstaedt Prof. Dr. Rainer Janz Prof. Dr. Martin Liebig Prof. Dr. Karl-Martin Obermeier Prof. Dr. Reinhild Rumphorst Prof. Dr. Kurt Weichler
11	**Additional information**

Public Relations as a Profession

Public Relations as a Profession					
Public Relations als Beruf					
Module no. and code 22 - PRB	**Workload** 180 h	**Credits** 6	**Semester** 5th and 6th Semester	**Regularity** every winter and summer semester	**Duration** 2 semesters
1	**Lectures** a) Vocational Field Public Relations Berufsfeld Public Relations b) Areas of Application: Public Relations Anwendungsgebiete PR		**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 120 h	**Self-study** 30 students
2	**learning outcomes** The students have dealt with the different vocational fields in the sector of public relations considering the current labor-market situation and their existing knowledge. They are also able to evaluate potential career opportunities realistically.				
3	**content** • development of public relations in Germany and current labor-market situation • requirement profiles of the public relations job market • vocational fields of PR in Germany: agencies, organizational communication • structures, fields of actions and instruments of corporate communications • international corporate communications				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** term paper				
7	**requirements for obtaining credit points** delivery of termpaper, workbook				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 of 180 Credits = 3,3 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Karl-Martin Obermeier				
11	**Additional information**				

Editorial Competence

Editorial Competence					
Redaktionelle Kompetenz					
Module no. and code 7 - RK	**Workload** 210 h	**Credits** 7	**Semester** 2nd Semester	**Regularity** every summer semester	**Duration** 1 semester

1	**Lectures** a) Press Club *Presseclub* b) Research *Recherche*	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h	**Self-study** 210 h	**Group Size** 33 students	
2	**learning outcomes** The students are able to present relevant medial point of views to current issues, to justify their own position and to lead a discussion. They can identify and survey complex issues.				
3	**content** • current socially and politically relevant issues in the media • identification of topics and basic research • research on hypotheses and conflicts • research on data bases and on the internet • investigative negotiation • right of access • editorial confidentiality and protection of journalistic information • hidden reserach				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** exam				
7	**requirements for obtaining credit points** pass exam, constant participation, presentation in "Press Club" (Presseclub), research exercises				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 7 of 180 Credits = 3,9 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst ftl: Prof. Dr. Christine Fackiner				
11	**Additional information**				

Specialist Journalism

Specialist Journalism					
Ressortjournalismus					
Module No. and Code 14 - RJ	**Workload** 180 h	**Credits** 6	**Semester** 3rd and 4th semester	**Regularity** every semester	**Duration** 2 semester
1	**Lectures** a) Specialist Journalism 1: Classical Departments of Daily Newspapers Ressortjournalismus 1: Klassische Tageszeitungsressorts b) Specialist Journalism 2: Other Departments Ressortjournalismus 2: Sonstige Ressorts	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h		**Self-study** 120 h	**Group Size** 33 students
2	**learning outcomes** The students have expert knowledge about two typical departments of mass media, e.g. politics, local news, sports, culture, service, media, science and technology. "Business Journalism" (Wirtschaftsjournalismus) is an exception because of the specialized elective course in the 5th semester.				
3	**content** • scientific basics • current topics and social relevance • organization of departments depending on media type • identification of topics • special research activities • display formats				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** none **with regards to content:** module "Writing Lab" (Schreibwerkstatt) should have been completed by the student				
6	**types of examinations** workbook or term paper				
7	**requirements for obtaining credit points** constant and active participation, texts ready for publication in workbook				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 of 180 Credits = 3,3 %				

10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Reinhild Rumphorst
	ftl:
	Prof. Steffen-Peter Ballstaedt
	Prof. Dr. Martin Liebig
	Prof. Dr. Kurt Weichler
11	**Additional information**

Writing Labs

Writing Labs

Schreibwerkstätten

Module no. and code 5 - SW	Workload 240 h	Credits 8	Semester 1st and 2nd semester	Regularity every semester	Duration 2 semesters

1	Lectures a) Writing Lab 1 Schreibwerkstatt 1 b) Writing Lab 2 Schreibwerkstatt 2		Contact time a) 2 contact hours / 30 h b) 2 contact hours / 30 h	Self-study 180 h	Group Size 15 students
2	**learning outcomes** The students are able to create journalistic texts in a medium-appropriate way.				
3	**content** The students learn the basic display formats of journalism and practise them: • informative display formats like notices, reports, expert interview, reportages • opinion-oriented display formats like comments and reviews • eye-catching elements like headline, captions, teasers				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** workbook (with all texts created during the lecture)				
7	**requirements for obtaining credit points** constant and active participation, writing training texts, texts ready for publication in workbook				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 of 180 Credits: 3,3%				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler ftl: Prof. Dr. Reinhild Rumphorst				
11	**Additional information** • Fasel, Christoph (2008): Textsorten, Konstanz • La Roche, Walter von (2008): Einführung in den praktischen Journalismus, München • Mast, Claudia (Hg.)(2008): ABC des Journalismus, Konstanz • Ruß-Mohl, Stephan (2010): Journalismus, Frankfurt				

Soft Skills

Soft Skills					
Soft-Skills					
Module no. and code 4 - SSK	**Workload** 150 h	**Credits** 5	**Semester** 1st emester	**Regularity** lecture a): every winter semester lecture b): every semester	**Duration** 1 semester

1	**Lectures** a) Social Competence Sozialkompetenz b) Presentation Techniques Präsentationstechniken	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h		**Self-study** 90 h	**Group Size** 20 students
2	**learning outcomes** The students know concepts of personal and social competence and how to apply them. They are able to create target group-oriented presentations, i.e. to structure a presentation and to support the central message with visual and auditive media. Furthermore they can use rhetoric means, their body language, style of speech and elocution to communicate the main points.				
3	**content** - analysis of individual strengths and weaknesses - psychological aspects of communication, theme-focussed interaction - team development, conflict resolution strategies - time management - structure of a presentation - stylistic devices of language - visualization of a presentation - voice and body language - giving presentations				
4	**form of teaching** lecture with active participation of all students				
5	**participation requirements** none				
6	**types of examinations** in the sub-module "Social Competence" (Sozialkompetenz): keynote speech (not graded) module exam: prepare and give a presentation				
7	**requirements for obtaining credit points** constant and active participation, keynote speech, successful presentation				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 5 of 180 Credits = 2,8 %				

10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Christine Fackiner
	ftl:
	Prof. Steffen-Peter Ballstaedt
	Prof. Dr. Rainer Janz
11	**Additional information**

Strategies and Instruments of Public Relations

Strategies and Instruments of Public Relations					
Strategien und Instrumente der Public Relations					
Module no. and code 23 - SI	**Workload** 180 h	**Credits** 6	**Semester** 5th and 6th semester	**Regularity** every winter and summer semester	**Duration** 2 Semester
1	**Lectures** a) Changing Selection of Topcis in 5th semester variable Themenstellung im 5. Semester b) Conception Training 2 in 6th Semester Konzeptionstraining 2 im 6. Semester	**Contact time** a) 2 contact hours / 30 h b) 2 contact hours / 30 h		**Self-study** 120 h	**Group Size** ca. 30 students
2	**learning outcomes** The students know results, methods and the discourse of PR research and reflect structures, strategies, fields of action, objectives and evaluation of public relations in different forms of organization and assignments. They are able to analyse complex situations and to react applying professional measures with regards to ethical professional standards.				
3	**content** • conception techniques for advanced learners • discourse about theory and practical work • planning public relations in agencies and organizations • coaching of first and third semesters during the development of a campaign • ethical professional standards • crisis communication				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** sub-module "Introduction to Public Relations" (Einführung in die Public Relations) must have been completed by the student **with regards to content:** module "PR Advanced" (PR-Vertiefung) should have been completed successfully by the student				
6	**types of examinations** term paper				
7	**requirements for obtaining credit points** pass exam or successful presentation, workbook about coaching and participation in crisis simulation, constant and active participation				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 6 of 180 Credits = 3,3 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Karl-Martin Obermeier ftl: Prof. Dr. Reinhild Rumphorst ftl: Prof. Dr. Alexander Güttler				

11	Additional information

Business Journalism

Business Journalism					
Wirtschaftsjournalismus					
Module no. and code 21 - WJ	**Workload** 270 h	**Credits** 9	**Semester** 5th semester	**Regularity** every winter semester	**Duration** 1 semester

1	**Lectures** a) Areas of Application: Business Journalism Anwendungsgebiete Wirtschaftsjournalismus b) Applied Business Journalism Praktischer Wirtschaftsjournalismus		**Contact time** a) 4 contact hours / 60 h b) 2 contact hours / 30 h	**Self-study** 180 h	**Group Size** 30 students
2	**learning outcomes** The students know the terminology, subject areas and frame conditions of business journalism. They have an overview of various application areas.				
3	**content** • duties and requirements regarding media type and target groups • specifics of research • special display formats • areas of application like corporate reporting, consumer-oriented journalism, local business journalism				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** exams of modules "Writing Labs" (Schreibwerkstätten) and "Editorial Department Simulation" (Lehrredaktion) have to be passed by the student **with regards to content:** the modules "Writing Labs" (Schreibwerkstätten), "Editorial Department Simulation" (Lehrredaktion), "Editorial Competence" (Redaktionelle Kompetenz), "Specialist Knowledge in Journalism" (Ressortwissen Journalismus) should have been passed by the student				
6	**types of examinations** workbook				
7	**requirements for obtaining credit points** constant and active participation, operational conception and texts in workbook ready for publication				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 9 of 180 Credits = 5 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst				
11	**Additional information**				

Module descriptions: optional modules

(in alphabetical order)

Vocational Field: Technical Editor

Vocational Field: Technical Editor				
Berufsfeld Technischer Redakteur				

Code BTR	Workload 90 h	Credits 3	Semester 4th - 6th semester	Regularity summer semester	Duration 1 semester

1	Lectures Vocational Field: Technical Editor *Berufsfeld Technischer Redakteur*		Contact time 2 contact hours / 35 h	Self-study 55 h	Group Size 24 students
2	**learning outcomes** The students know the vocational fields of technical writers. They are able to evaluate instruction manuals.				
3	**content** - technical writers' working methods - technical jouranlists' working methods - evaluation of instruction manuals				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** short presentation, evaluation of an instruction manual				
7	**requirements for obtaining credit points** participation is obligatory				
8	**usage of module (in other study programmes)** none				
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Christine Fackiner				
11	**Additional information**				

Tabloid Jouralism

Tabloid Journalism					
Boulevardjournalismus					
Code BOJ	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Tabloid Journalism Boulevardjournalismus	**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 24 students
2	**learning outcomes** The students have expert knowledge of this media type and are able to process journalistic topics for mass media.			
3	**content** • definition and differentiation • editorial competences • selection and processing of topics • language and style			
4	**form of teaching** tuition in seminars			
5	**participation requirements** **formal:** none **with regards to content:** module "Writing Labs" (Schreibwerkstätten) should have been completed by the student			
6	**types of examinations** workbook			
7	**requirements for obtaining credit points** constant and active participation and editorial visit			
8	**usage of module** (in other study programmes) none			
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %			
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst			
11	**Additional information**			

Book Project

Book Project					
Buchprojekt					
Code BUP	**Workload** 60 h	**Credits** 2	**Semester** 4th – 6th semester	**Regularity** sporadically	**Duration** 1 semester

1	**Lectures** Book project		**Contact time** 2 contact hours / 30 h	**Self-study** 30 h	**Group Size** 20 students
2	**learning outcomes** The students are able to create a concept of a book and to merchandise it. They know how the German book market works.				
3	**content** • book market • synopsis • sample chapters • merchandising				
4	**form of teaching** tuition in seminars				
5	**participation requirements** none				
6	**types of examinations** term paper				
7	**requirements for obtaining credit points** punctual delivery of term paper				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 2 of 180 Credits = 1,11 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler				
11	**Additional information** • Englert, Sylvia (2007): So finden Sie einen Verlag für Ihr Manuskript. Frankfurt/New York • Heinold, Wolfgang Ehrhardt (2009): Bücher und Büchermacher, 6. von Ulrich Ernst Huse, Klaus-W. Bramann und Hans-Heinrich Ruta neu bearbeitete Auflage, Frankfurt am Main • Röhring, Hans-Helmut (2008): Wie ein Buch entsteht. Einführung in den modernen Buchverlag, Darmstadt				

Corporate Design

Corporate Design					
Code 27 - COD	**Workload** 120 h	**Credits** 4	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Corporate Design	**Contact time** 2 contact hours / 30 h	**Self-study** 90 h	**Group Size** 24 students
2	**learning outcomes** The students know the intentions, instruments and requirements of a codified institutional appearance. Furthermore they know the chances and boundaries of the instrument "Corporate Design" and try to sketch a draft of a corporate design.			
3	**content** - definition, intention, role in marketing and PR - instruments and media of corporate design - details: logo, typography, colouring, design grid - presentation of own concepts, - Erarbeitung sowie Präsentation eigener Konzepte, ideally in cooperation with an external client			
4	**form of teaching** tuition in seminars			
5	**participation requirements** **formal:** none **with regards to content:** modules "Media Production 1" (Medienproduktion 1) and "Creative Workshop" (Gestaltungswerkstatt) must have been completed by the student			
6	**types of examinations** presentation, CD manual, customer presentation			
7	**requirements for obtaining credit points** constant and active participation, presentation, CD manual, short customer presentation			
8	**usage of module** (in other study programmes) none			
9	**significance of mark for final score** 4 of 180 Credits = 2,22 %			
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Martin Liebig			
11	**Additional information**			

Corporate Publishing

Corporate Publishing					
Code COP	**Workload** 60 h	**Credits** 2	**Semester** 4th - 6th Semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Corporate Publishing	**Contact time** 2 contact hours / 30 h	**Self-study** 30 h	**Group Size** 24 students

2	**learning outcomes**
	The students have profound knowledge of the market in this media segment. They also have the accordant methodological competences of this media type at the border between journalism and PR.
3	**content** • function • market overview • case studies • set of problems
4	**form of teaching** tuition in seminars
5	**participation requirements** none
6	**types of examinations** term paper and presentation
7	**requirements for obtaining credit points** none
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 2 of 180 Credits = 1,11 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler
11	**Additional information** • Röttger, Ulrike (2002): Kundenzeitschriften: Camouflage, Kuckucksei oder kompetente Information? In: Vogel, Andreas/Holtz-Bacha, Christina (Hg.): Zeitschriften und Zeitschriftenforschung. Sonderheft Publizistik. Vierteljahresheft für Kommunikationsforschung. Heft 3, Wiesbaden, 109-125. • Weichler, Kurt / Endrös, Stefan (2010): Die Kundenzeitschrift, Konstanz • Weichler, Kurt (2007): Corporate Publishing: Publikationen für Kunden und Multiplikatoren In: Piwinger, Manfred/Zerfaß, Ansgar (Hg.): Handbuch Unternehmenskommunikation, 441-451.

Freelance Journalism

Freelance Journalism					
Freier Journalismus					
Code FRJ	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th Semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Freelance Journalism *Freier Journalismus*		**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 24 students

2	**learning outcomes** The students have profound knowledge of the market and individual direct marketing strategies.
3	**content** - the social status of freelance journalists - vocational fields and requirements - basis for marketing and formulas for success
4	**form of teaching** tuition in seminars
5	**participation requirements** none
6	**types of examinations** term paper and presentation
7	**requirements for obtaining credit points** none
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Kurt Weichler
11	**Additional information** - Buchholz, Goetz (2011): Der Ratgeber Selbständige, Berlin - Deutscher Journalistenverband e.V. (Hrsg.) (2003): Von Beruf Frei. Der Ratgeber für freie Journalistinnen und Journalisten, Bonn - Hofert, Svenja (2007): Existenzgründung im Medienbereich, Konstanz - Weichler, Kurt (2003): Handbuch für Freie Journalisten, Wiesbaden

Marketing Intensive

Marketing Intensive
Marketing Intensiv

Code MAI	Workload 90 h	Credits 3	Semester 4th - 6th semester	Regularity annually	Duration 1 semester

1	Lectures Marketing Intensive *Marketing intensiv*		Contact time 2 contact hours / 30 h	Self-study 60 h	Group Size 24 students

2	**learning outcomes** The students apply their marketing knowledge from the lectures "Marketing Basics" and "Marketing Advanced" to a fictitious practical example.
3	**content** - approaches of modern forms of marketing - intensification of guerrilla marketing, affiliate marketing and viral marketing - application of modern forms of marketing to a practical example
4	**form of teaching** tuition in seminars
5	**participation requirements** **formal:** none **with regards to content:** lectures "Marketing Basics" and "Marketing Advanced" must have been completed by the student
6	**types of examinations** creation and presentation of a marketing campaign
7	**requirements for obtaining credit points** constant and active participation and presentation
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Rainer Janz
11	**Additional information** - Bruhn, Manfred (2006): Relationship Marketing: Das Management von Kundenbeziehungen, München - Levinson, Jay C. Und Godin, Setz (2009): Das Guerilla Marketing Handbuch - Meffert, Heribert (2006): Dienstleistungsmarketing, Wiesbaden - Wollscheid, Christian (2010): Guerilla-Marketing – Grundlagen, Instrumente und Beispiele

Media History

Media History					
Mediengeschichte					
Code MEG	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Media History Mediengeschichte	**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 24 students

2	**learning outcomes**
	The students learn about historical development and structures of different media (newspapers, magazines, radio and TV).

3	**content**
	- Germany's media history until 1945 - development of German media landscape from 1945 to 1949 - historic developments in German media landscape - perspectives in media development using the example of Print vs. Online

4	**form of teaching**
	tuition in seminars

5	**participation requirements**
	none

6	**types of examinations**
	presentation, term paper

7	**requirements for obtaining credit points**
	constant and active participation, presentation and term paper

8	**usage of module** (in other study programmes)
	none

9	**significance of mark for final score**
	3 of 180 Credits = 1,67 %

10	**Professor in charge (Pic) and full-time lecturer (ftl)**
	Pic: Prof. Dr. Karl-Martin Obermeier

11	**Additional information**
	- Behmer, Markus / Krotz, Friedrich / Stöber, Rudolf (2003): Medienentwicklung und gesellschaftlicher Wandel, Wiesbaden - Obermeier, Karl-Martin (1991): Medien im Revier, Berlin - Pürer, Heinz / Raabe, Johannes (1996): Medien in Deutschland, Band 1, Presse. Konstanz - Stuiber, Heinz-Werner / Schneiderbauer, Christian / Wich, Andrea (1998): Medien in Deutschland, Band 2, Rundfunk, Konstanz - Wilke, Jürgen (1999): Mediengeschichte der Bundesrepublik Deutschland, Köln

Non-Profit-PR

Non-Profit-PR					
Code NPP	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Non-Profit-PR		**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 24 students
2	**learning outcomes** The students learn about the special frame conditions and functions of Non-Profit-PR and master conceptual design and instruments.				
3	**content** • PR in the „third sector" • frame conditions • low budget concepts • strategies and instruments • boundaries of PR measures				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** none **with regards to content:** sub-module "Introduction to Public Relations" (Einführung in die PR) should have been completed by the student				
6	**types of examinations** term paper				
7	**requirements for obtaining credit points** commitment group work and presentation				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst				
11	**Additional information** • Buchner, Michael (Hg.) (2006): Zielkampagnen für NGO. Strategische Kommunikation und Kampagnenmanagement im Dritten Sektor, Münster • Gemeinschaftswerk der Evangelischen Publizistik (2004): Öffentlichkeitsarbeit für Nonprofit-Organisationen, Wiesbaden • Pleil, Thomas (2004): Nonprofit-PR. Besonderheiten und Herausforderungen. Berichte aus der Forschung des Fachbereichs Sozial- und Kulturwissenschaften an der FH Darmstadt,www.fbsuk.h-da.de/fileadmin/dokumente/berichte-forschung/2004/Pleil_Nonprofit-PR.pdf				

Online-PR

Online-PR					
Code OPR	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Online-PR	**Contact time** 2 contact hours / 30 h		**Self-study** 60	**Group Size** 24 students
2	**learning outcomes** The students know the instruments of online PR and are able to apply them for companies, associations and NGOs.				
3	**content** • definition and differentiation • online strategies and application of special instruments • media mix • case studies and own concepts				
4	**form of teaching** tuition in seminars				
5	**participation requirements** **formal:** none **with regards to content:** sub-module "Introduction to PR" (Einführung in die PR) should have been completed by the student				
6	**types of examinations** term paper				
7	**requirements for obtaining credit points** constant and active participation and short presentation				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst				
11	**Additional information** • Pleil, Thomas (2007): Online-PR im Web 2.0: Fallbeispiele aus Wirtschaft und Politik, Konstanz • Ruisinger, Dominik (2007): Online Relations. Leitfaden für moderne PR im Netz, Stuttgart • Scott, David Meermann (2009): Die neuen Marketing- und PR-Regeln im Web 2.0, Frechen				

Press Club 2

Press Club 2					
Presseclub 2					
Code PC 2	**Workload** 90 h	**Credits** 3	**Semester** 4.-6. Semester	**Regularity** Wintersemester	**Duration** 1 Semester

1	**Lectures** Press Club 2 Presseclub 2	**Contact time** 2 contact hours/ 35 h	**Self-study** 55 h	**Group Size** 24 students

2	**learning outcomes** The students are able to present relevant medial point of views to current issues, to justify their own position and to lead a discussion.
3	**content** Current socially and politically relevant topcis in national and international press.
4	**form of teaching** lecture with active participation of all students
5	**participation requirements** **formal:** "Press Club 1" (Presseclub 1) [see module „Editorial Competence"] **with regards to content:** "Press Club 1" (Presseclub 1) [see module „Editorial Competence"]
6	**types of examinations** media research for every topic, participation in discussion, short presentation
7	**requirements for obtaining credit points** obligatory participation
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Christine Fackiner
11	**Additional information** none

Project Week

Project Week					
Projektwoche					
Code PWO	**Workload** 60 h	**Credits** 2	**Semester** 1st - 6th semester	**Regularity** winter semester	**Duration** 1 week

1	Lectures Project Week Projektwoche	**Contact time** 40 h	**Self-study** 20 h	**Group Size** 10 students

2	**learning outcomes** The students can handle a vocation-specific job in a team being pressed for time and competing with other teams. They can understand the job definition in a short time, create a conceptual design, find adequate measures and partly realize them. They are able to organize team work efficiently, to communicate with clients and advisors and to present the project results in a way that meets the customers' needs.
3	**content** The projects are practical jobs which are executed on behalf of companies or institutions: projects within the sector of journalism projects within the sector of public relations
4	**form of teaching** widely independent project work coached by professor
5	**participation requirements** none
6	**types of examinations** project presentation
7	**requirements for obtaining credit points** project presentation, obligatory participation
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 2 of 180 Credits = 1,11 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Christine Fackiner ftl: Prof. Steffen-Peter Ballstaedt, Prof. Dr. Rainer Janz, Prof. Dr. Martin Liebig, Prof. Dr. Karl-Martin Obermeier, Prof. Dr. Reinhild Rumphorst, Prof. Dr. Kurt Weichler
11	**Additional information**

PR Practice

PR Practice					
PR-Praxis					
Code PRP	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** sporadically	**Duration** 1 semester

1	**Lectures** PR Practice PR-Praxis		**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 24 students
2	**learning outcomes** The students can develop and realize a concept based on an abstract task regarding the special requirements of a client.				
3	**content** - project management - concept development - realization - evaluation				
4	**form of teaching** coaching				
5	**participation requirements** **formal:** none **with regards to content:** submodules "Media Production", "Writing Labs"				
6	**types of examinations** workbook and presentation				
7	**requirements for obtaining credit points** constant and active participation, group work results				
8	**usage of module** (in other study programmes) none				
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %				
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst ftl: Prof. Dr. Martin Liebig				
11	**Additional information**				

Writing Lab: Press Releases

Writing Lab: Press Releases					
Schreibwerkstatt Pressemitteilungen					
Code SWP	**Workload** 90 h	**Credits** 3	**Semester** 4th - 6th semester	**Regularity** annually	**Duration** 1 semester

1	**Lectures** Writing Lab: Press Releases Schreibwerkstatt Pressemitteilungen	**Contact time** 2 contact hours / 30 h	**Self-study** 60 h	**Group Size** 15 students

2	**learning outcomes** The students are able to act and react media-oriented in typical communication situations.
3	**content** - opportunities and boundaries regarding press releases - typical mistakes - strategic approaches and tactical argumentation - exercises: image building, press conference, product PR and crisis communications
4	**form of teaching** tuition in seminars
5	**participation requirements** **formal:** none **with regards to content:** "Writing Lab 1" (Schreibwerkstatt 1), "Writing Lab 2" (Schreibwerkstatt 2) and "Introduction to Public Relations" (Einführung in die PR)
6	**types of examinations** workbook
7	**requirements for obtaining credit points** constant and active participation and writing of training texts
8	**usage of module** (in other study programmes) none
9	**significance of mark for final score** 3 of 180 Credits = 1,67 %
10	**Professor in charge (Pic) and full-time lecturer (ftl)** Pic: Prof. Dr. Reinhild Rumphorst
11	**Additional information** - Falkenberg, Viola (2008): Pressemitteilungen schreiben, Frankfurt - Hoffmann, Beate / Müller, Christina (2008): Public Relations kompakt, Konstanz - Zehrt, Wolfgang (2007): Die Pressemitteilung, Konstanz